

U.S. COMMERCIAL SERVICE

# Export Now!

European Business Opportunities Forum  
World Trade Month Kickoff Event

Miami, Florida | May 6, 2010



At a time when millions of Americans are out of work, boosting our exports is a short-term imperative. For this reason, 2010 marks the launch of the **National Export Initiative**—an ambitious effort to marshal the full resources of the United States government behind American businesses that sell goods and services abroad. The National Export Initiative is a single, comprehensive strategy to double American exports in the next five years and create two million new jobs.

## Explore European Markets

Transatlantic trade between the United States and Europe is the single largest trading partnership in the world, with U.S. bilateral trade with Europe totaling nearly \$600 billion. European markets offer significant opportunities for U.S. businesses, whether small or medium-sized, new-to-export, or new-to-market.

## Export Now! European Business Opportunities Forum

The U.S. Commercial Service, the global trade promotion organization of the U.S. Department of Commerce's International Trade Administration, is pleased to welcome you to this event with 28 of our Senior Commercial Officers from U.S. Embassies across Europe. Via a program of seminars and individual counseling sessions, the U.S. Commercial Service will educate you about tools and opportunities available to help you reach foreign buyers and export your products and services with an emphasis on the markets of Western, Central, and Eastern Europe.

All U.S. manufacturers and service providers participating in this World Trade Month kickoff event will benefit from sessions on:

- Export Basics—Keys to Success in Overseas Markets
- Export Financing and Logistics
- Overview of Market Opportunities in Western, Central, and Eastern Europe
- One-on-one counseling sessions with U.S. Senior Commercial Officers to help you identify market opportunities for your firm

## Register Now!

[buyusa.gov/florida/exportnow.html](http://buyusa.gov/florida/exportnow.html)

**Venue:** Hyatt Regency Miami  
400 SE 2<sup>nd</sup> Avenue  
Miami, Florida 33131-2197  
(305) 358-1234

**Date:** May 6, 2010

**Cost:** \$129/person

### Registration includes:

- All **Export Now!** conference sessions
- Individual counseling sessions with Senior Commercial Officers (minimum three countries)\*
- Breakfast, lunch, and breaks
- Conference program with 28 European country overviews

*\* Choice of countries and additional individual appointments subject to availability*

Europe is waiting for  
your business!

U.S. Commercial Service—  
Connecting you to global markets.

